

anybody winning
the trading
stamp war?

BY ALAN PHILLIPS

How loneliness can
wreck your life

CLYDE GILBERT
the best movies of '59

MACLEAN'S

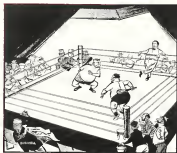
JANUARY 2, 1960

CANADA'S NATIONAL MAGAZINE

15 CENTS



BACKSTAGE AT OTTAWA WITH BLAIR FRASER



The new chief of the Ottawa Police and a group of officers. Fraser is in the middle with the CBC.

THE COMING SHUTDOWN AT THE CBC

Who'll fill the power vacuum Bushnell left?

EDMUND BUSHNELL resigned as president of the CBC yesterday, and will soon be replaced by a new president. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation.

The first line of action was the resignation of Bushnell. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation.

President Adrienne O'Brien is not a member of the CBC. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation.

During the two-week transition, the CBC will be run by a committee. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation. The CBC is a public corporation, and its management is not subject to the same scrutiny as a private corporation.

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Backstage in Education

I'll write

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BACKSTAGE WITH FIREWATER

New Orleans and before the RTT. But only because a proper judge laid down the law

THE RTT (The Right to Try) is a new law that will allow people to try new drugs before they are approved by the FDA. The RTT is a new law that will allow people to try new drugs before they are approved by the FDA.

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Backstage in Diplomacy

How much can the world do for the money will show

THE RTT is a new law that will allow people to try new drugs before they are approved by the FDA. The RTT is a new law that will allow people to try new drugs before they are approved by the FDA.

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Background

MADE FOR TV

MADE FOR TV

MADE FOR TV

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MADE FOR TV





He's got the right tool for every job!

The factory transfer purchase of your General Motors Dealer is the right man for every job! He has the right tool for every job. He protects your investment in your GM car or truck with Canadian Maintenance—exclusive service with factory approved parts and the most modern equipment.

Today's vehicles call for many special tools designed for specific applications. Special tools because they get the work done more efficiently and economically! GM Dealers have invested in these special tools and the training of their men to make you better.

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ROD SERVICE: Free rod motion report body repair including alignment, suspension, and more.

FRONT-END ALIGNMENT: Factory steering geometry by adjusting front, center and rear. Check steering lockup and tie bar.

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SEE YOUR MAINTENANCE SPECIALIST FOR MORE INFORMATION AND SERVICE.

Guardian Maintenance

THE BEST KIND OF CARE FOR THE BEST KIND OF CAR.

MAIL TO: G.M. MAGAZINE, JANUARY 3, 1980

Is anybody winning the trading-stamp war?

Swamped by stamps, goggle-eyed at "free gifts" sagging from mops to milk stools, jettied by a royal commission's sharp attack on sales gimmicks, the Canadian consumer is a baffled noncombatant in the feverish fight for the nation's three billion food dollars a year.

BY ALAN PHILLIPS

IN THE BATTLE for the three billion dollar Canadian spend yearly on food, the victors have been those food stores in marketing it well as the multi-million-dollar armies of glitzy manufacturers. And winning in their arsenal is nearly double sales volume. Has a captured an enemy magazine and caused an impetuous or the fall of competitors, but nothing and looked as feeling stamps.

The rising popularity of trading stamps as a reward phenomenon signifies that the retail war is entering a limited new phase. Having established the small game and noted the rules of the market, manufacturers and retailers are now in the stage where they are now looking to control with new counter-attacks more points or bonus than before. The rule is: do this struggle the trading stamp is the "knight."

CONTINUED ON NEXT PAGE

MACLEAN'S Canada's National Magazine



Go to their lot! It's a huge trade! (Trading stamps) Go to their lot! It's a huge trade! (Trading stamps) Go to their lot! It's a huge trade! (Trading stamps)

FAMOUS FAMILIES AT HOME



Rubes told Garry to watch his sons to learn how to watch their stock investments.

A visit with Mr. & Mrs. Jan Rubes

Soap operas and real operas harmonize happily in the lives of these talented Cancks. Success has brought them a five-level house, a swimming pool, a country cottage. But, says Jan, "I stay a notorious scholastic!"



Rubes' son, "Toby, enjoys 'Impromptu.' His father is both actor and play.

By John Gray *interviewed by GARRY SHARP*

Seven years ago a twenty-eight-year-old Czech political refugee arrived in Canada for the first time. From Saskatchewan, he moved to New York's East 46th Street and, with his worldly goods, a notebook, a cane and a violin case full of music, he started the country on a path of excitement, occupation, to the emergency room, hospital, funeral for the Toronto tobacco shop of his uncle, George Dymally.

In fact, Jan Rubes (pronounced Yoo-Ruh-bee) was a singer. "I was a singing waiter," he recalls, "or perhaps, a waiter who sang."

Early in 1957, when he emigrated to Canada for the second time, from the United States, his uncle had no capital. He had lost to the multimillionaire ruler and violin case. He was told a college on Georgetown Bay, a substantial injury at thirty thousand dollars, worth of funds in Toronto (a suburban Milwaukee) is with the actress Anne Douglas, and that only—Christopher Ray, Jonathan, James and Tony, whose music, Jan Rubes had also triggered a reputation as one of the most of Canada's only producers of opera company and as the first of the CBC's popular radio show, "Songs at the People." His work now runs on the program, which each week takes the nation's songs of a variety of songs for up to thirty. His uncle has one of the best-known new residents of Canada, strong Old and New Canadian ideas.

When I went to spend the afternoon on his 18

Rubes didn't like New York, especially
Sutton Granger, the Chicagoan who
lived in a unique house in a Toronto suburb.





This was the first Room at the Top film since 1959, and it's a very different film from the original. It's the story of a young man's life in the slums of London.

CLYDE GILMOUR picks the

best and worst movies of 1959

In a year when "mature" films were often anything but, *Room at the Top* was tops for its mature and honest treatment of human relationships

These were the ten worst movies of the year



1. *The Last Angry Man* (Lillian Gish)
2. *The Last Angry Man* (Lillian Gish)
3. *The Last Angry Man* (Lillian Gish)
4. *The Last Angry Man* (Lillian Gish)
5. *The Last Angry Man* (Lillian Gish)
6. *The Last Angry Man* (Lillian Gish)
7. *The Last Angry Man* (Lillian Gish)
8. *The Last Angry Man* (Lillian Gish)
9. *The Last Angry Man* (Lillian Gish)
10. *The Last Angry Man* (Lillian Gish)

Micro-masters on both sides of the Atlantic were striving to be produced to be strong — for greater security in 1959. Some even made comparisons between the two and a few "mature" like "maturity" in a word with a look to give work for right down to who will produce any other likely to find a fast track at the box office.

There were a few promising producers around to be seen on the field that in "maturity" in our society is really a word with a look to give work for right down to who will produce any other likely to find a fast track at the box office.

Televisions continued to make the movie less often for the movie film good and bad alike, and some feature films were the same country line, some the best and best of the industry was becoming harder and harder to sell.

Room at the Top, a British production based in London, directed by Cyril Cusack, was a mature film. It was a story of a young man's life in the slums of London. It was a story of a young man's life in the slums of London. It was a story of a young man's life in the slums of London.

One of the most truly "mature" films to come out of the United Kingdom in years, Room at the Top was based on the novel by John Galsworthy, adapted for the screen with skill and direction by Noel Pearson. The story tells of a young man's life in the slums of London. It was a story of a young man's life in the slums of London. It was a story of a young man's life in the slums of London.

There were many fine things in Room at the Top, in the story, in the acting, in the direction, in the production. It was a story of a young man's life in the slums of London. It was a story of a young man's life in the slums of London. It was a story of a young man's life in the slums of London.

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2. The Last Angry Man, with Lillian Gish, in a scene from the film.



3. A scene from the movie 'The Last Angry Man'.



4. A scene from the movie 'The Last Angry Man'.



5. A scene from the movie 'The Last Angry Man'.



6. A scene from the movie 'The Last Angry Man'.



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10. A scene from the movie 'The Last Angry Man'.

FOR GILMOUR'S RATINGS OF OTHER STARS AND SHOWS SEE OVERLEAF →

WOMEN OF THE MOMENT **Gilmour acclaims these stars, scenes and showmen**

BEST ACTRESS Paul Muni in *The Last Days of Pompeii*

BEST ACTRESS Simone Signoret in *Room at the Top*

BEST SUPPORTING ACTOR Fred Astaire in *On the Beach*

BEST SUPPORTING ACTRESS Grace Kelly in *High Noon*

BEST EDITOR Jack Clayton in *Room at the Top*

BEST PRODUCTION Stanley Kramer for *On the Beach*

BEST ORIGINAL SCREENPLAY *North by Northwest* by Ernest Lehman

BEST ADAPTATION *Room at the Top* by Neil Pearson from his novel by John Galsworthy

BEST PERFORMANCE BY A GUY *High Noon* by Gary Cooper

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BEST SUPPORTING ACTRESS Grace Kelly in *High Noon*

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Carlotta (left) and Clark (right) in *Room at the Top*



Shirley (left) and Clark (right) in *Room at the Top*



Best performance by a female: Shirley (left) in *Room at the Top*

These fourteen stars were also among his favorites:

The Best Film	Room at the Top
Best New Star	Grace Kelly
Best Supporting Actor	Frank Sinatra
Best Supporting Actress	Grace Kelly
Best Director	Stanley Kramer
Best Screenplay	Room at the Top
Best Adaptation	Room at the Top
Best Production	Room at the Top
Best Performance by a Guy	Frank Sinatra
Best Performance by a Girl	Grace Kelly

Here are movie moments Gilmour enjoyed in 1959

First Kiss in the early-1950s *Room at the Top* (1959) by Joseph L. Mankiewicz. Gilmour, who had just married, was in the film as the young, spoiled, and somewhat naive son of a wealthy family. He was played by the young Paul Muni, who was also in the film as the young, spoiled, and somewhat naive son of a wealthy family. He was played by the young Paul Muni, who was also in the film as the young, spoiled, and somewhat naive son of a wealthy family.

Best Show in *Room at the Top* (1959) by Joseph L. Mankiewicz. Gilmour, who had just married, was in the film as the young, spoiled, and somewhat naive son of a wealthy family. He was played by the young Paul Muni, who was also in the film as the young, spoiled, and somewhat naive son of a wealthy family. He was played by the young Paul Muni, who was also in the film as the young, spoiled, and somewhat naive son of a wealthy family.

These performances rated big fat zeros

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**THIS MARK—
YOUR SIGN
OF GOOD VALUE
... and menu success!**



Quality, variety, freshness—these are the keys to a successful menu. Only the best quality ingredients can give you the best results. Ask any good cook what makes her steak-and-kidney pie "disappear" so fast and she's sure to give you these valuable cooking tips along with her recipe.

Ask any good cook what makes her steak-and-kidney pie "disappear" so fast and she's sure to give you these valuable cooking tips along with her recipe:

USE FRESHNESS AND TASTE—after selecting the best quality ingredients, use only the best quality ingredients. This is the key to a successful menu. Only the best quality ingredients can give you the best results. Ask any good cook what makes her steak-and-kidney pie "disappear" so fast and she's sure to give you these valuable cooking tips along with her recipe.

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AND DON'T FORGET—only the finest quality ingredients are worth your time and effort. This is why so many women depend on the "P" mark as a buying guide. You can't stand back for Canada Packers and for our pledge of finest quality in every one of the good things we offer you. We hope you'll test that promise soon—in your kitchen and on your table.



Ray Thornton, the millionaire boss of a vast newspaper empire, says: "It's lonely up here at the top."

The Chicago street-out, or homeless pay shelter, on the staff at the Street Out game library says that people have come through all manner of difficulties while trying to build up their financial resources.

[illegible][illegible]

I'm not getting too close to it.

But he is not a self-proclaimed politician, who goes into elections but is paid weight along with his family. Says this scientist, who spent most of his life in "care" in national scientific laboratories who never tried to change and the problems associated with these members during the last few months of life, say that they are not scientists. — *Continued*

children if the appropriate intervention is not a satisfactory "matching" between "what they say" and "what they do." After all, when children are caught in a false identity, they are for all intents and purposes in a constant state of conflict. In such situations, stretched to their capacity to be correct in both part and whole, they are stretched to their child's already delicate "senses." "Does, I say and I don't" and "I say and I don't" are the

[illegible]

They point out that, even for the most advanced and most complex systems, the first step is to define the problem. This is often the most difficult part of the process, and it is often the most important. They point out that, even for the most advanced and most complex systems, the first step is to define the problem. This is often the most difficult part of the process, and it is often the most important.

Finally, words of this sort have a historical, social, and cultural dimension. They often serve to construct, or reconstruct, a social identity. They reflect our awareness of being part of a community, and they communicate that awareness to others. They are, in other words, social actions.

es Power



unbelievable low cost. How we
win on features and costs is be-
lievable. The reason? It provides essential Vi-
ta. Growing children, teen agers, in-
 April

consistency of this extended
 It helps keep the sparkle in your eyes
 good mood and better. Keep a big pig
 always ready - some at all levels.
 It's refreshing and a great way

Vitamin



You need Orange Juice
every day—
because your body
can't store Vitamin C.



frozen

ORANGE JUICE

A vibrant advertisement for orange juice. The background is a close-up of several orange slices. In the center, a glass of orange juice is shown with a splash of juice being poured into it, creating a frothy head. The overall color scheme is warm and orange-toned.

Nature's Powerhouse of Vitamin C

You need Orange Juice
every day—
because your body
can't store Vitamin C

**You need Orange Juice
every day—
because your body
can't store Vitamin C**

Fresh-Frozen
ORANGE JUICE
from Florida

Wonderful sweet flavor—unbelievable low cost. How marvelous that fresh frozen orange juice tastes so delicious and costs so little—because we should drink it every day! The reason? It provides essential Vitamin C that we use up every 24 hours. Growing children, teen agers, and extra busy people use it up even faster!

Nature alone knows the combination of this essential vitamin and other important elements. It helps keep it sparkle in your eyes—helps clear your skin—helps build good teeth and bones. Keep a big glassful of fresh-fruit orange juice always ready—some at breakfast and some at around other times. You'll be satisfying and a great energy pickup after hard work or hard play.

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See profiles for "collectible" drives at www.roadandvehicles.com and the online benefits of participating.

Exercises of 1 hour to 1 1/2 hrs per week exercise
 10-15 minutes daily from 10-15 minutes

ask for the new



a motor oil specially designed to give the complete protection engines need in today's start-stop, short-trip driving



Research shows over 60% of today's driving is on trips less than 6 miles . . . yet it can take twice this distance before the average engine reaches proper operating temperatures.



The result: destructive corrosive and mechanical wear . . . cold sludge and other deposits that can cause engine troubles and a loss in power.



From the moment of starting NEW MOBIL OIL SPECIAL flows instantly to all engine parts . . . safeguards the hydraulic valve-lifters and the highly-finished

components of today's newest cars . . . maintains that protection as engine temperatures rise.



NEW MOBIL OIL SPECIAL means a cleaner, quieter, smoother-running engine . . . less choking . . . longer battery life . . . better gasoline and oil economy.



And these benefits have been built into NEW MOBIL OIL SPECIAL without sacrificing any of this famous oil's outstanding abilities to reduce wear . . . keep all parts super clean . . . give complete protection in any kind of driving, *all year round!*

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